

Comparisons of Job Characteristics

Focus Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)

Compare Knowledge

Compare Skills

Compare Abilities

Compare Detailed Work Activities

Compare Tools and Technologies

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 92

Focus Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Sales and Marketing	5.2	20.2	19.9	0 Current knowledge level may be sufficient
Customer and Personal Service	11.3	19.3	17.1	< Expanded education and/or training may be required
Production and Processing	6.0	9.6	9.1	0 Current knowledge level may be sufficient
Transportation	4.6	7.6	7.6	0 Current knowledge level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 95

Focus Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Speaking	10.8	16.0	13.8	< A higher skill level may be required
Persuasion	7.4	15.9	12.3	<< Extensive development of skills in this area may be required
Active Listening	11.0	15.4	13.7	< A higher skill level may be required
Social Perceptiveness	9.1	12.7	11.6	0 Current skill level may be sufficient
Negotiation	6.8	12.0	12.3	0 Current skill level may be sufficient

Management of Financial Resources	3.3	6.6	2.0	<<	Extensive development of skills in this area may be required
Management of Material Resources	3.7	6.2	2.2	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 93			
Focus Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)					
Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	16.6	14.9	<	Some improvement in abilities may be required
Oral Comprehension	12.5	16.2	14.4	<	Some improvement in abilities may be required
Speech Clarity	10.2	14.7	13.1	<	Some improvement in abilities may be required
Speech Recognition	9.9	13.9	12.8	0	Current ability level may be sufficient
Fluency of Ideas	7.6	10.4	8.1	<	Some improvement in abilities may be required
Memorization	5.6	8.6	3.4	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 94
Focus Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012) Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)		
Work Activities	Exclusivity of Activity	
Advise clients or customers	19	
Advise retail dealers in use of sales promotion techniques	95	
Analyze sales activities or trends	74	
Answer customer or public inquiries	41	
Arrange delivery schedules	84	
Conduct sales presentations	75	
Demonstrate goods or services	76	
Estimate delivery dates	99	
Identify best product for customer's needs	92	

Instruct customers in product installation, use, or repair	82
Maintain records, reports, or files	5
Obtain information from individuals	24
Prepare list of prospective customers	89
Prepare reports	8
Provide customer service	14
Sell merchandise	65
Sell products or services	69
Solicit orders from established or new customers	89
Use computers to enter, access or retrieve data	3
Use interpersonal communication techniques	10
Use knowledge of sales contracts	80
Use knowledge of written communication in sales work	69
Use product knowledge to market goods	80
Use sales techniques	75
Use telephone communication techniques	62

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 86

Focus Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Finance accounting and enterprise resource planning ERP software	2
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.